

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Ed & Dons of Hawaii

#### Hawaii HTDC- MEP

#### Hot and Spicy Macadamia Nuts

**Client Profile:**

Ed & Don's of Hawaii, Inc. is a manufacturer of macadamia nut products, including chocolates, brittle, cookies, and canned nuts. The company employs 25 people at its facility in Honolulu, Hawaii.

**Situation:**

Ed & Don's president, Greg Au, developed the Spicy Hot and Hot Rocks macadamia nuts in his kitchen using off the shelf ingredients. Au initially tested them on employees and friends and soon realized that there was a market for the product. Before long, Au realized that the off-the-shelf ingredients did not provide consistent quality and extended production time. Ed & Don's contacted the Hawaii HTDC- MEP (Hawaii MEP), a NIST MEP network affiliate, for help.

**Solution:**

Hawaii MEP's project manager, Nina Tanabe, worked with Ed & Don's to source out suitable ingredients, refine the formulations, improve the process, and ensure the labels were in compliance with state and federal regulations. As a result of Hawaii MEP's assistance, the flavored nuts are sold in cans and pouches and available locally at drug and discount stores as well as military commissaries. The company plans to offer the product online and explore foreign markets. In addition, an animated TV commercial was released advertising the new product.

**Results:**

\* Increased sales by \$75,000.

**Testimonial:**

"It was a pleasure to work with Hawaii MEP's Nina Tanabe. As a former colleague, I was aware of her capabilities and knew she could take a product from the kitchen to production on a timely basis. I look forward to working on more projects with Hawaii MEP."

Greg Au, President